



Media Release

For Immediate Release

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NLC Opens New Liquor Store in Long Pond, CBS

(St. John's, NL) - Newfoundland Labrador Liquor Corporation (NLC) has recently opened the doors of a new Liquor Store in Long Pond. The official grand opening of the store will take place at 11:00am, Friday, April 3rd.

The decision to build a bright new retail space in Long Pond was an easy one due to the continued growth of residential and commercial development in the greater CBS area.

"NLC is proud to offer expanded product selection and quality customer service to the residents of CBS," said Steve Winter, President and CEO, Newfoundland Labrador Liquor Corporation. "We are confident that our customers will be thrilled with the new layout and improved shopping experience."

Located on the CBS Highway, this new 10,000 square foot Liquor Store presents an array of consumer benefits including a large walk-in cooler room for beers and ready-to-drink beverages, a chilled wine section, and a "Cellar Selections" vintage wine area for rare, premium products.

Patrons will also benefit from the store's adjacency to Sobeys for convenient cross-shopping and the ability to collect Air Miles reward miles for purchases at both locations.

Representatives from the Iceberg Vodka Corporation will be on hand at 11:00am, Friday, April 3rd to present a cheque to the Monument of Honour Committee, a local group committed to building a tribute to our fallen comrades, war veterans, firefighters, police officers, and their families for the courage and sacrifice given to protect our province and country.

Long Pond Liquor Store offers a broad selection of more than 2500 local and international spirits, beers and wines.

For more information please visit www.nlliquor.com

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